

100 YEARS



INVESTING IN
THE PROMISE
OF CHILDHOOD



SAVE THE CHILDREN'S CENTENNIAL CAMPAIGN



Investing in the Promise of Childhood

In commemoration of Save the Children's 2019 centennial, we have set out to achieve the seemingly impossible. We are seeking to partner with visionary investors to ensure all children survive, learn and are protected – regardless of who they are or where they live. Every last child.

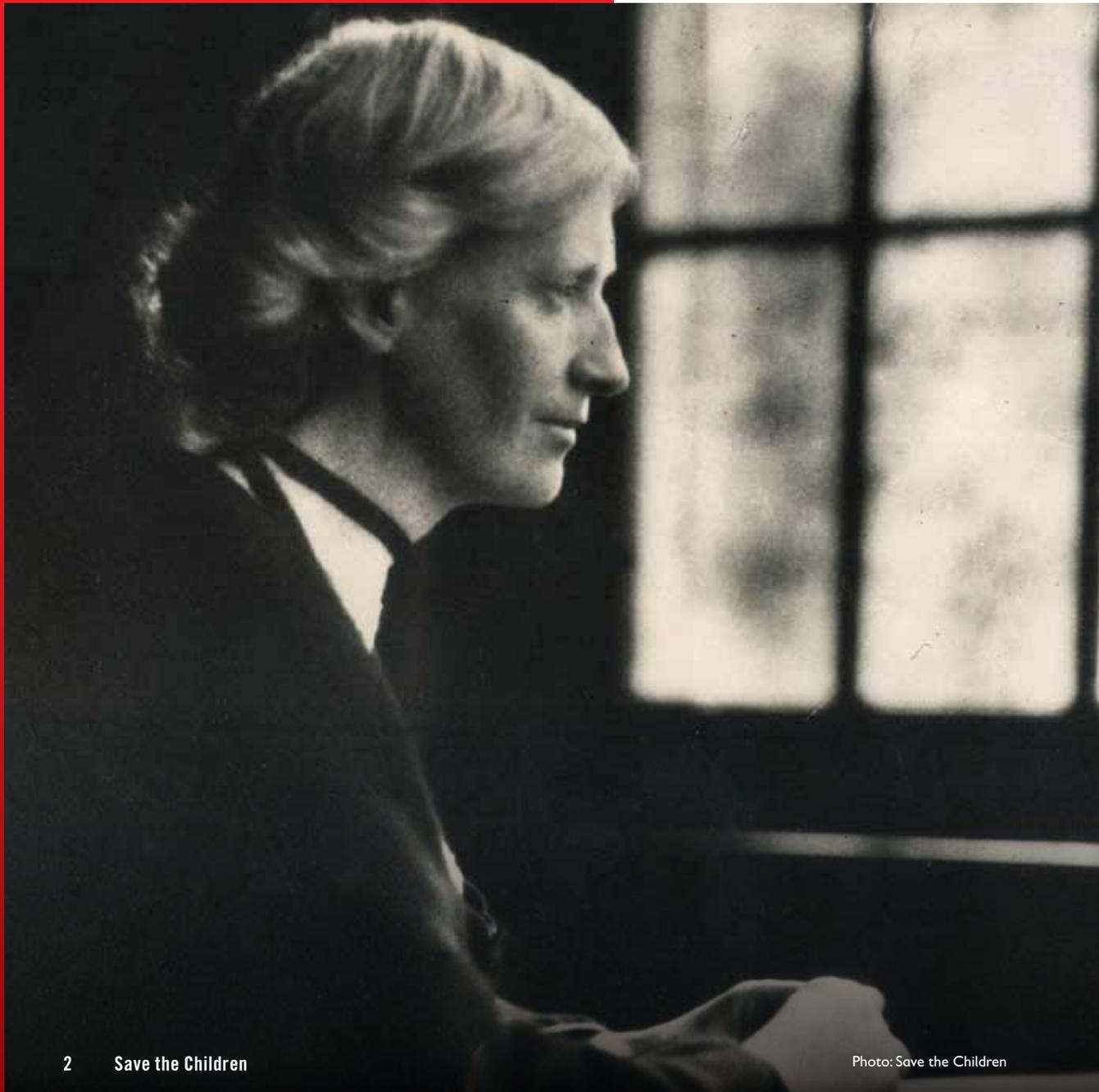
Thanks to partners like you, Save the Children has long been on the leading edge of global progress for children. Now a century later, our bold ambition for children is clearly within our sights. With your generous investment, it is possible.

You can help save children needlessly suffering and dying from pneumonia – the leading killer of children under the age of 5 – and other preventable causes. You can help ensure all children start school ready to learn. And you can help protect vulnerable children caught in the crossfire of conflict. Together, we will transform children's lives, changing the course of their futures and ours.

I look forward to discussing the remarkable results we can achieve together with your Centennial Campaign investment in the promise and potential of childhood.

A handwritten signature in black ink that reads "Carolyn Miles".

Carolyn Miles
President & CEO



“Save the Children is often told that its aims are impossible – that there has always been child suffering and there always will be... It’s impossible only if we refuse to attempt it.”

- Eglantyne Jebb, Save the Children Founder

A Century of Commitment to Children

Our extraordinary story begins in 1919, when our founder Eglantyne Jebb launched the pioneering fight to save suffering children across war-torn Europe, which soon inspired a global movement. She was the first person to declare the rights of the child and demand the world take responsibility to ensure those rights are realized. A hundred years later, Save the Children continues to be driven by the same clear and compelling vision, courage and compassion.



Photo: Save the Children



Photo: Save the Children



Photo: Jonathan Hyams



Photo: Save the Children

1920-1959

Children Deserve a Better World

Jebb drafts the historic Declaration of the Rights of the Child, adopted by the League of Nations in 1924. Our efforts in the U.S. begin with the distribution of food, clothing and school supplies to children in Appalachia hit hard by the Depression. Child sponsorship is introduced to help children displaced by World War I.

1960-1999

Our Pioneering Leadership

Our programs span 120 countries and six continents. Save the Children is the first international NGO allowed in Vietnam after the fall of Saigon. In 1989, the UN adopts the Convention on the Rights of the Child, based on Jebb's vision for children. We are at the forefront of global efforts to reduce maternal and child mortality.

2000-2019

One Global Vision

Save the Children organizations around the world join together in one global movement. We continue to bring proven innovations to scale to transform children's lives and the future we share. Always at the forefront when children's lives are at stake, we put our courage and care to the test in the fight against Ebola in 2014.

2020 and Beyond

For Every Child, A Future

Together, we deliver on our vision – a future in which every last child survives, learns and is protected.

We've Made Significant Progress

Fueled by your visionary support, Save the Children has contributed to significant, sustainable progress for children at home and around the world. In just the past two decades:



The under-5 child mortality rate has been reduced by half – from over 12 million to 5.9 million children.



Ninety-one percent of children in the developing world are now enrolled in school.



The number of children stunted due to malnutrition has fallen by a third.



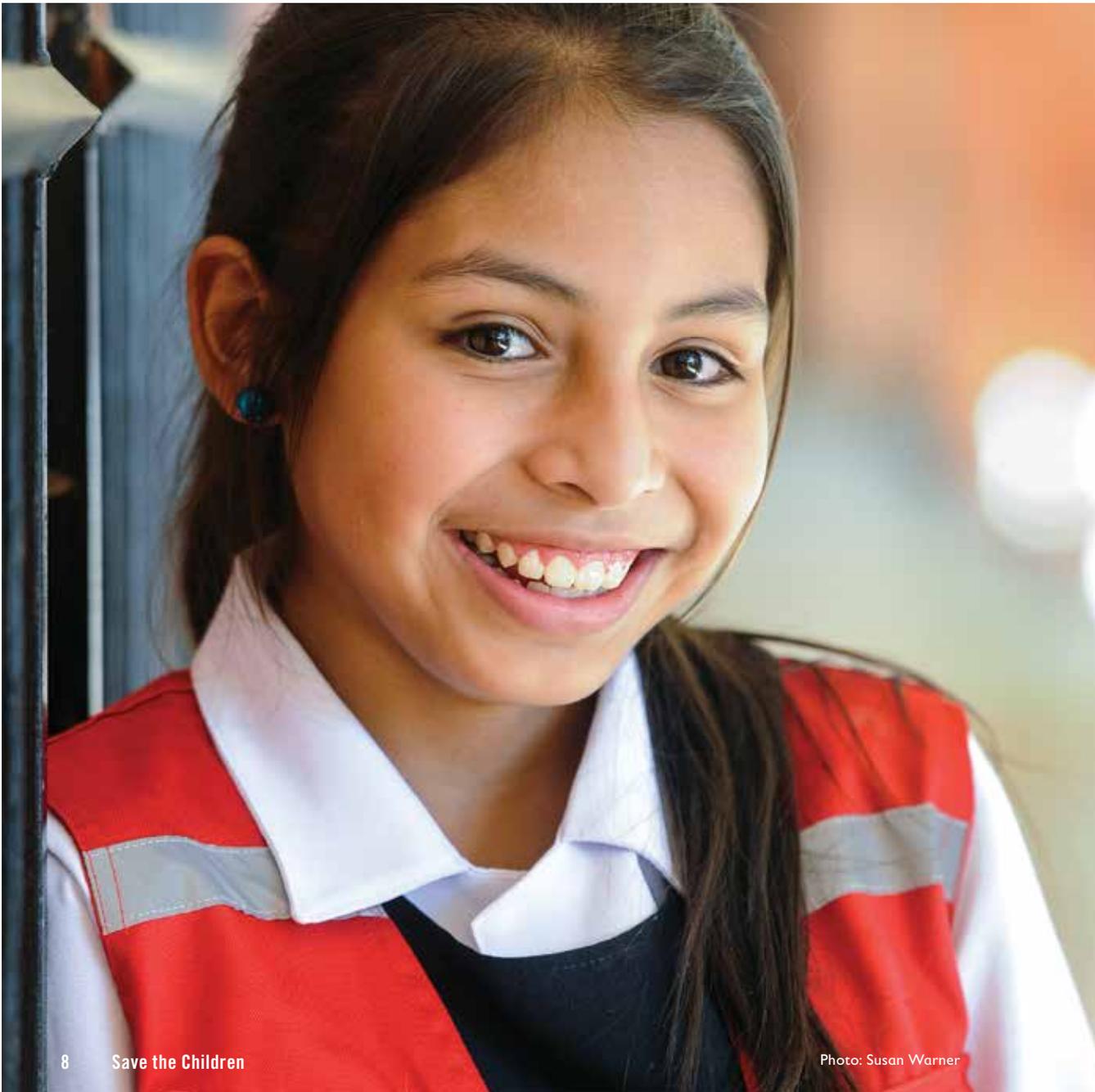
There are 1 billion fewer people living in extreme poverty.



World leaders are committed to protecting children from all forms of violence.



Photo: Jordan J. Hay



Save the Children's Centennial Campaign

WE ARE AT A TURNING POINT

We live in a rapidly changing world, where persistent and growing inequities are making it hard for families to break the intergenerational cycle of poverty. Despite all our advances, millions of children are still being left behind.

To give all children the future they deserve, we need your help to reach the most vulnerable children of all — those girls and boys who are the most deprived, struggling to survive, without access to education or in desperate need of protection. Children who are disproportionately affected by the world's increasing disparities, whether in remote, rural villages or urban slums. Children whose needs are compounded by crisis, whether they are caught in the crossfire of conflict or displaced by natural disasters. And girls who, in many places, are still not afforded the same opportunities as boys. For the first time, it is possible.

TOGETHER, WE CAN REACH EVERY LAST CHILD

As we approach our 100th anniversary in 2019, we seek to partner with loyal supporters and new visionaries to transform the lives of all children. We are launching the Save the Children Centennial Campaign, an ambitious strategy to secure \$100 million in new funds to do whatever it takes to reach the most vulnerable children in the United States and around the world.

Your investment will accelerate our ability to generate and test new ideas and scale up proven solutions that will transform children's lives. Together, we will give every last child the opportunity to grow up healthy, educated and protected, regardless of who they are or where they live. Because every last child deserves a future.



Healthy

No child under age 5 dies from a preventable cause. Today, more than 6 million children still die before their fifth birthday.

“There are clear opportunities to have an immediate impact with smart investments in newborn survival. There is also a powerful rationale for making these investments a priority. As soon as we do, we will start writing the next chapter in the terrific story of child survival – and of global development writ large.”

– Melinda Gates, Co-Chair of the
Bill & Melinda Gates Foundation

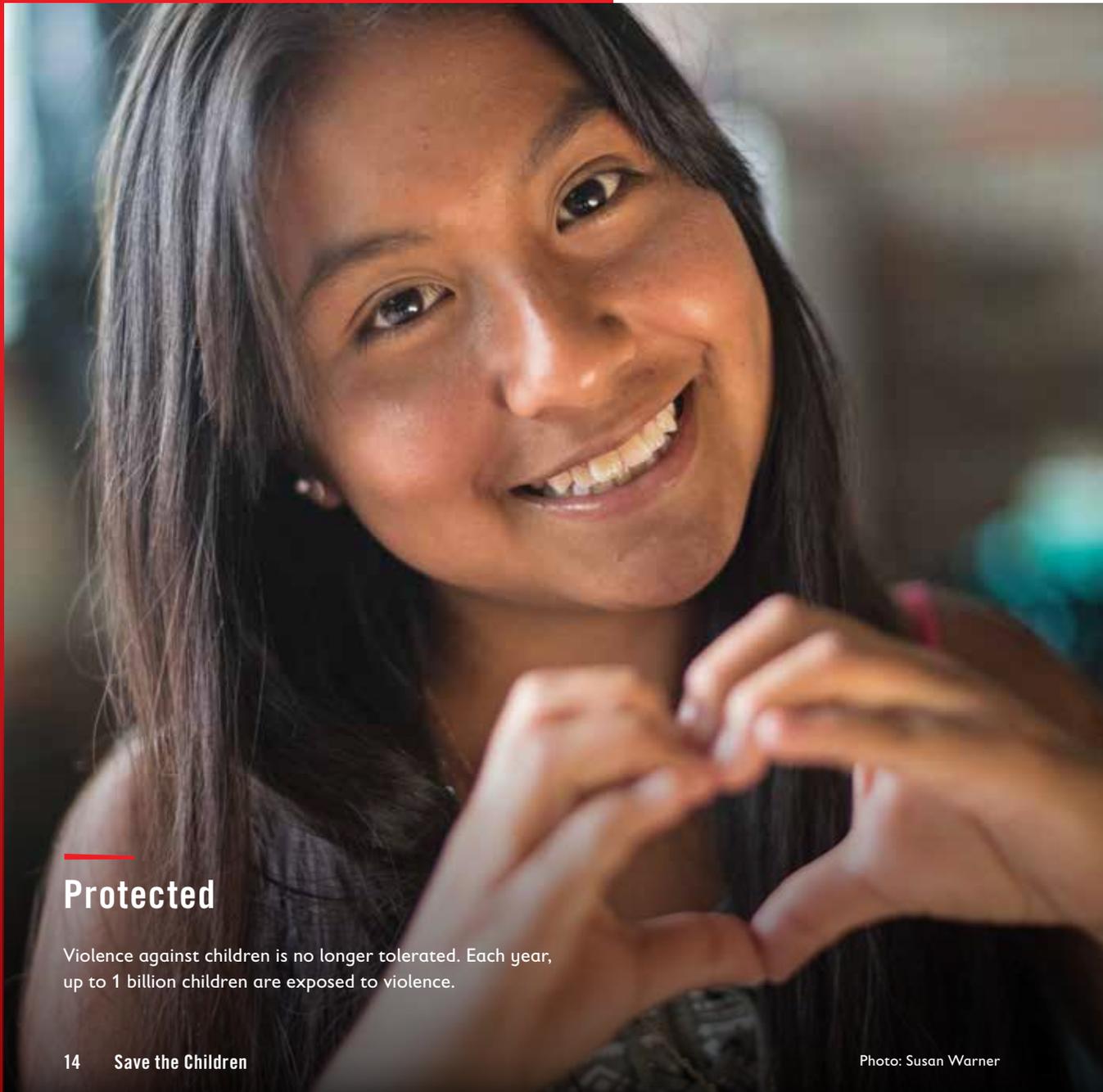


Educated

All children learn from a quality, basic education. Currently, more than 60 million children are still denied a basic education.

“In an age when we wonder how we might best compete with the rest of the world – how many Albert Einsteins and F. Scott Fitzgeralds, how many Amelia Earharts and Katherine Johnsons and Bill Gateses – how many people could have changed this country if only they had access to high-quality early childhood education programs like Save the Children’s?”

– Jennifer Garner, Save the Children Trustee



Protected

Violence against children is no longer tolerated. Each year, up to 1 billion children are exposed to violence.

“There’s no question in my mind that children’s lives are better because of Save the Children’s work. I’ve travelled the globe seeing how compassion, expertise and dedication can help children imagine a better future for themselves – and a better world for all of us.”

– **Thomas S. Murphy, Save the Children Board Chair Emeritus and Former CEO, Capital Cities/ABC**



Photo: KJ Borja

An Investment in Childhood

Save the Children's Centennial Campaign will have impact far beyond its immediate goal of raising \$100 million for children. Not only is it an immediate investment in children's lives and futures, it will catalyze resources and commitments from governments and the private sector to do more for children.

You can invest in Save the Children's work in many ways. The investment areas are diverse and offer donors the chance to align directly with opportunities to reach every last child.

Our highest priority is to meet the urgent needs of marginalized children in a rapidly evolving landscape. At the same time, we must seek longer-term investments to ensure that gains for children today are maintained into the future.

To reflect that mix of immediate and longer-term goals, Save the Children has developed several categories of support for individual, corporate and foundation donors:

Catalytic funds to drive immediate change for children, with the opportunity to target a specific program or geographic area.

Endowment funds that generate income to support our leaders today in meeting the challenges of tomorrow.

Legacy bequests, charitable trusts and other planned gifts that leave your mark on the world in perpetuity.

This framework indicates how you can invest in the promise of childhood – and in the future we share. The following pages describe what you can do to make a powerful, immediate and long-term impact to ensure that children have what every last child deserves: a future.

Centennial Campaign Opportunities



Program Excellence

\$50 million

Drive catalytic change by scaling up proven, evidence-based programs to reach the world's most vulnerable children.



Global Impact

\$25 million

Mobilize supporters, innovate new solutions and develop best-in-class technology to set a new standard for program delivery.



World Class Leadership

\$25 million

Partner with governments, global leaders and other influencers to drive decisions that result in long-term, systemic solutions for children.



Photo: Susan Warner



Program Excellence **\$50 million**

We are the world's leading expert on children. We know what works. We share what we learn with others, and we advocate for societies' leaders to make these solutions a reality for all children, not just the fortunate. Your generosity will accelerate children's progress today and build a better world for them tomorrow.

You can help us test, replicate and scale important new ways of saving and improving the lives of the most vulnerable children in the world. Together we will:

End childhood deaths from pneumonia, the world's biggest infectious killer of children, saving 4.5 million children by 2030.

Secure early learning, the world's biggest opportunity for children, so that all children can reach their full potential.

Protect children in war, the world's biggest outrage, particularly the most vulnerable and excluded children in conflict-affected countries.

To drive toward these breakthroughs, we will further integrate our initiatives in global health, education, hunger and livelihoods, and child protection to leverage their mutual strengths. Together, we will ensure the availability of high-impact health and nutrition interventions, with a focus on maternal, newborn and child health and the alleviation of hunger. We will use evidence-based programs to drive learning outcomes so that children learn in and out of school. And we will work to protect children from all forms of violence, abuse, neglect and exploitation.



Photo: Susan Warner

Our Work for Children in the United States

Nearly 50 percent of children in rural America live in poverty today – the highest level in three decades. And unfortunately, too many of these children do not have the support they need to succeed in school and in life. That is why we specialize in high-quality early childhood and school-age literacy programming specifically designed for isolated, under-resourced communities. Combined with our Head Start programs, in 2016 Save the Children reached more than 316,000 children in nearly 150 rural communities across 16 states. Nearly 90 percent of 3-year-olds in our early childhood programs scored at or above normal on the standard vocabulary acquisition test, and almost 75 percent of school-aged children showed significant reading improvement.

With your support, we will strengthen our programming, specifically in the areas of mathematics and psychosocial support, to ensure children are socially, emotionally and cognitively prepared for kindergarten and have the support they need to reach the critical milestone of third grade proficiency in literacy and math. Additionally, we will build up our programs by investing in the technology that will enable us to continually evaluate our programs to have the greatest impact in the lives of children in rural America.

“When we first came here, he would wake up early and tell me to take him to school. I tried to explain that there is no school here, but he would insist and even cry, saying he wanted to go back home so he can go to school.”

— Displaced Mother

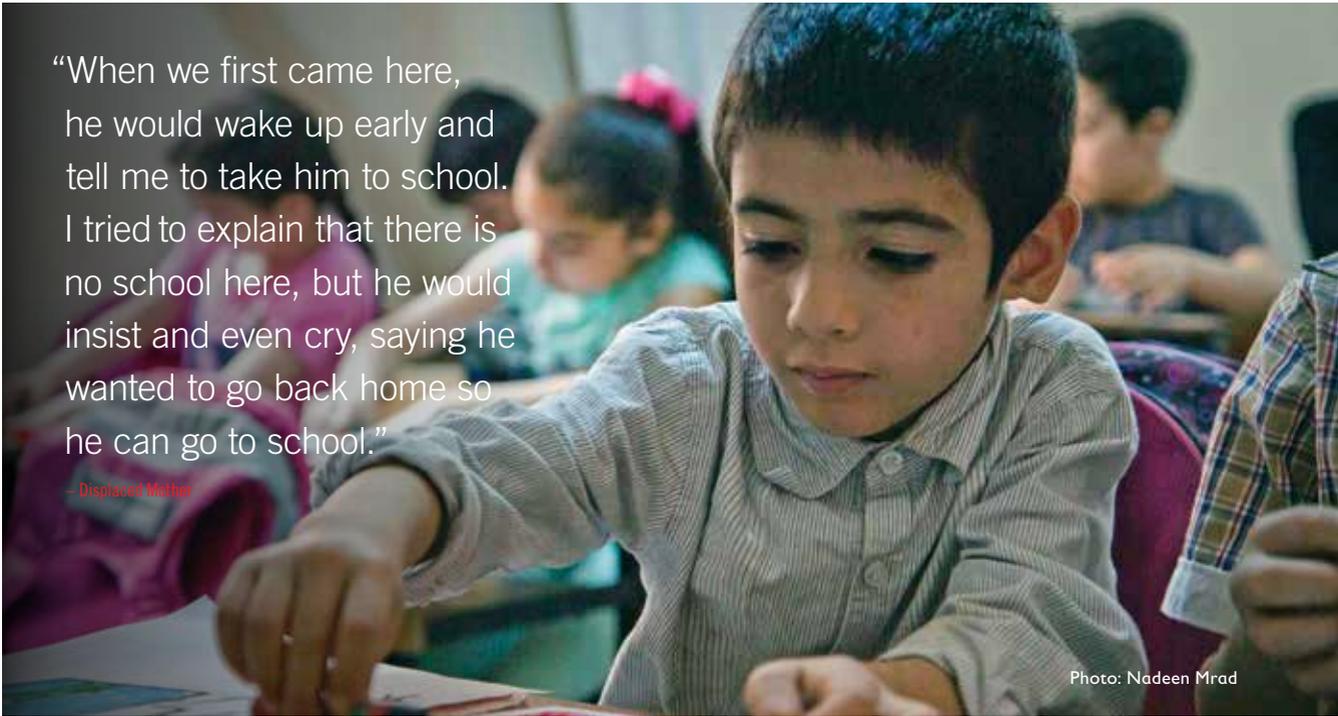


Photo: Nadeen Mrad

Return Refugee Children to Learning

The world is witnessing the highest levels of human displacement ever. Millions of children have been forced to flee for their lives – leaving their homes, their schools and everything they once knew. Many are suffering unimaginable trauma. They find themselves stranded in refugee camps or ill-equipped host communities, without essentials like basic education, for a staggering average of 17 years. That’s an entire childhood lost.

Through our Centennial Campaign, you have a singular opportunity to focus on getting every refugee

child back to school and learning, and doing it within 30 days of displacement. With your visionary support, we will create, deliver and share a new standard model for the humanitarian community that will increase the capacity of Save the Children staff and other agencies on the ground, as well as local partners and governments in different contexts and with different populations, to rapidly establish education activities, wherever and whenever emergencies strike.

“Before I thought household chores were for girls and boys only did certain types of work... but I have learned to support my sister. Going to the pump, getting the water... we do it together. Before I thought there were many differences between boys and girls, but now I see they are equal.”

— Boy in Nepal

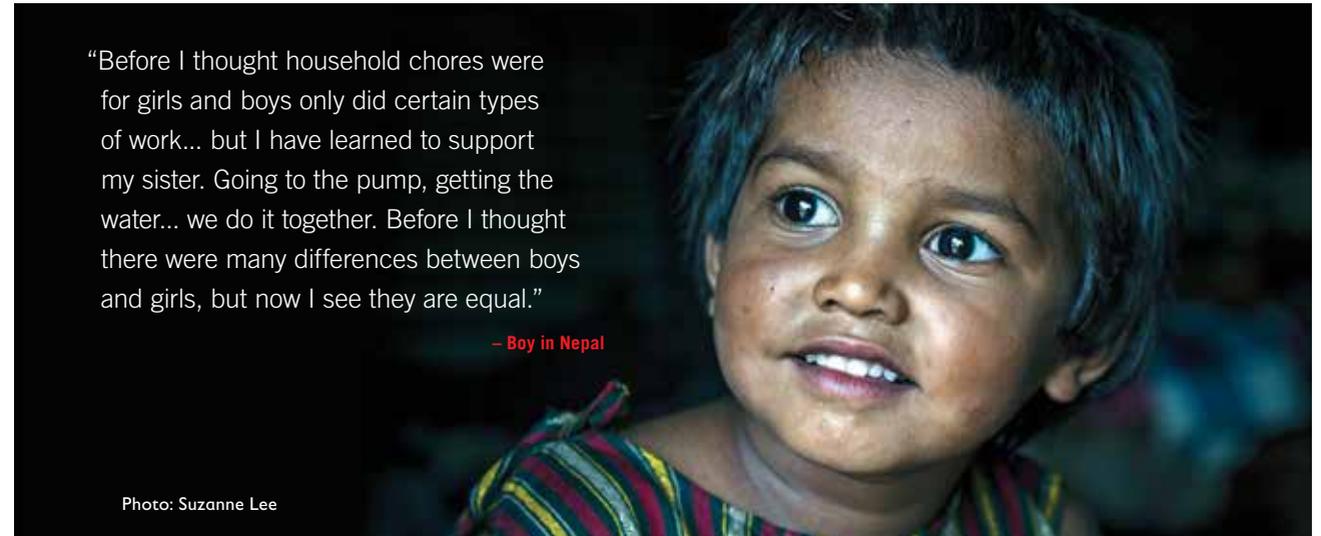


Photo: Suzanne Lee

The Power of Sponsorship

Save the Children’s child sponsorship model empowers and equips local communities with the skills and tools they need to help overcome challenges standing in the way of children’s ability to survive and thrive. Program innovations derived from our sponsorship model have been taken to scale by governments, major grantors and peer agencies to build strong foundations for children to grow up healthy, educated and safe.

We work with partners around the world to ensure that every child receives a quality education in a safe environment and gains the skills and knowledge they need to learn and grow. Additionally, our unique child sponsorship model allows caring sponsors to share letters with their sponsored child, providing encouragement to

children in need while building their literacy skills and ability to express themselves.

Through the Centennial Campaign, we will focus on expanding our reach by adding new countries and impact areas to support the most deprived children in the world’s hardest places to grow up. To drive this global growth, we will encourage other Save the Children member organizations to adopt our child sponsorship model. Our goal is to provide the world’s most vulnerable children with the healthy start, opportunity to learn and protection from harm every child deserves.



Global Impact

\$25 million

With a footprint in 120 countries and the United States, Save the Children reaches more than 157 million children. Sustaining that impact means that our country offices must be able to take our newest and most innovative approaches and translate them into real-world results for children.

You can fuel our work by contributing to the newly created President's Fund that will provide the flexibility to invest in new and underfunded opportunities. You can support strategic investments in innovation, cutting-edge technologies, active learning and knowledge sharing within and beyond our agency, and in targeted advocacy to influence policymakers and other decision makers on key issues that affect children.

You can help us launch the Center for Girls and build our capacity to get neglected girls the attention they deserve. Or scale up our emergency response efforts by supporting the Murphy-Halaby Endowment, which ensures we have the resources and flexibility to rush lifesaving humanitarian aid to children and families in need, especially in less publicized emergencies. With your support, we can mobilize supporters to speak out for children and policies that work to ensure all children have a fair start in life.

Performing at the highest level possible is key to delivering results to more children, transforming their lives and the future we share.



“A girl is far more likely to miss out on school, marry too early and grow up too fast – her childhood lost, her life and future at risk.”

– Anne Mulcahy, Chairwomen of Save the Children's Board of Trustees from 2010-2017 and Former CEO, Xerox Corporation

Photo: Asad Zaidi

Empowering Girls and Women

Gender inequality remains at the intersection of poverty and discrimination, critically impacting the ability of all children to survive and thrive. Our newly established Center for Girls will underpin our efforts to mainstream gender equality throughout our organization. It will provide country offices with the data and technical resources they need to innovate and test new approaches to shifting gender norms in ways that offer girls opportunities for education and employment, and prevent them from harms such as early marriage and violence.

Leadership gifts made to the Center for Girls will play a vital role in ensuring that we deliver on our bold ambitions for marginalized and deprived children – a future in which all children, particularly girls, are free from malnutrition and violence, with access to quality health care and education. You can help us change the trajectory of girls' lives by increasing their opportunities to be healthy, to learn, to earn and be safe.



World-Class Leadership

\$25 million

With a century of leading-edge expertise in both development and humanitarian contexts, Save the Children is the world's foremost authority on developing, implementing and leveraging the innovative solutions needed to maximize impact for children. In fact, our thought leaders have played a leading role in shaping global ambitions for children for 100 years, including the world's 2030 Sustainable Development Goals, which seek to end poverty, ensuring better lives and futures for children all around the world.

For example, today and every day across the globe, roughly 16,000 children under the age of 5 die from common illnesses that can be prevented and treated. And children born into poverty are almost twice as likely to die as their more affluent peers. Save the Children's team of global health experts is working to change those odds through interventions aimed at improving maternal and child health, alleviating child malnutrition and hunger, and preventing and treating HIV/AIDS.

You can help us provide the resources, knowledge and best practices needed to deliver powerful results. Increased research and knowledge by leading experts on the cross-cutting issues that affect children's chances to survive, learn and be protected will strengthen our outcomes for children and help us be a stronger voice. Your support will enable us to maintain and best leverage our world-class leadership to dramatically influence the global dialogue around policy and practice needed to drive lasting improvements in children's lives.



“Save the Children’s world-class leadership has successfully focused on strategies that deliver positive results to children in need. We need their significant expertise at this critical time, as the needs of children living in poverty have never been greater – both here in the United States and around the world.”

– Robert Daly, Chairman of
Save the Children’s Board of Trustees
from 2005-2010 and Former CEO,
Warner Brothers



Photo: Jonathan Hyams

The Best Investment You Can Make

Children are the future. That's why the best investment we can make is in their lives. By becoming a partner in Save the Children's Centennial Campaign, you're making an investment with the power and potential to change children's lives, especially those most vulnerable, ensuring a better future for all of us. **An investment in the promise of childhood.**

"I reached a certain age and realized that it was time for me to start giving back. I used all my reportorial skills and investigated various organizations. But Save the Children – it's efficacious. It works. Save the Children all over the world makes an incredible difference in children's lives."

– Cokie Roberts, Save the Children Trustee,
Political Commentator, NPR and ABC News

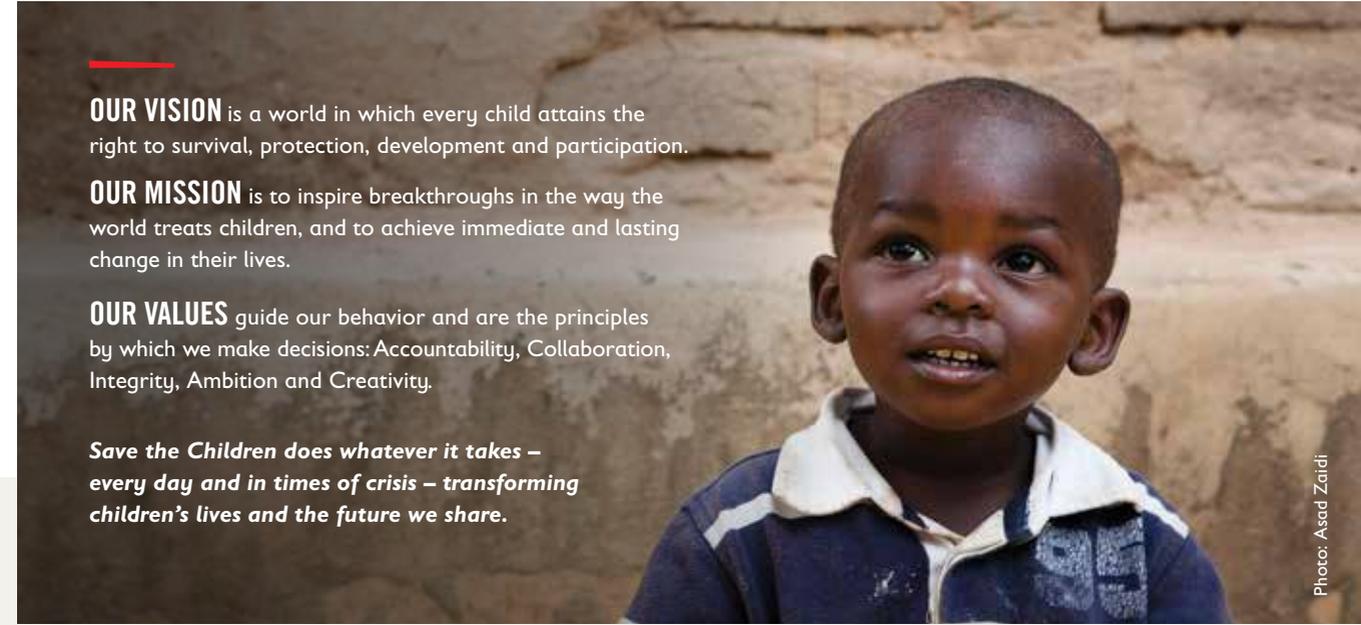


Photo: Asad Zaidi

OUR VISION is a world in which every child attains the right to survival, protection, development and participation.

OUR MISSION is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

OUR VALUES guide our behavior and are the principles by which we make decisions: Accountability, Collaboration, Integrity, Ambition and Creativity.

Save the Children does whatever it takes – every day and in times of crisis – transforming children's lives and the future we share.

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With you, the seemingly
impossible is possible.





Save the Children®

For 100 years, Save the Children has been at the forefront of global efforts to ensure children survive, learn and are protected – and we've made incredible progress. Now, for the first time in history, we have the chance to fully realize our vision. In commemoration of our 2019 centennial, Save the Children seeks to engage our global movement, securing \$100 million in new funds.

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501 Kings Highway East
Suite 400
Fairfield, CT 06825

899 North Capitol Street, NE
Suite 900
Washington, DC 20002

[SavetheChildren.org](https://www.savethechildren.org)